



Dear SGU family,
It is with great pleasure and excitement that I extend my warmest greetings to each and every one of you as the Editor-in-Chief of Insights. As we dive into this edition, we embark on a journey that celebrates the twin pillars of innovation and collaboration.

Innovation has long been the driving force behind progress and evolution. It sparks the flames of creativity, igniting the path towards

groundbreaking discoveries and revolutionary ideas. Within these pages, you will encounter stories of visionaries who have dared to think outside the box and pushing boundaries. However, no innovation stands alone. Collaboration, the heartbeat of progress, weaves threads of knowledge, expertise, and diverse perspectives together, creating a tapestry of collective achievement. In this issue, we shine a spotlight on the remarkable power of teamwork, showcasing endeavours where individuals from different backgrounds and disciplines joined forces to bring their visions to life. Innovation and collaboration are inseparable partners, and together, they hold the keys to unlocking the solutions to the challenges that lie ahead. Whether it's in the realm of technology, business, sciences or any other field, their combined potential is limitless.

I invite you to delve into the stories we have curated for you, each one a testament to the boundless possibilities that arise when we foster an environment of creativity, exchange, and mutual respect. Let these tales inspire you, as they have inspired us, to continue striving for excellence in our respective journey. Thank you for being part of our Insight Magazine. Your support and engagement are the driving force that allows us to continue championing the spirit of innovation and collaboration in our campus.

Wishing you an insightful and inspiring read, SGU family.

Warm regards,

Anisa Naamin
Editor-in-Chief

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FACING GLOBAL COMPETITION, SGU INTRODUCES NEW RECTOR

Jakarta - Amid increasing global competition in the education sector, Swiss German University (SGU) continues to enhance and refine its education system through regular evaluations to ensure it remains relevant to the demands of future trends and industrial needs.

SGU is strengthening its position, as reflected in its vision to become a leading international university in teaching, research, and technology application to produce globally competent graduates. Additionally, SGU emphasizes the development of soft skills and proficiency in foreign languages, including English and German, which are crucial abilities in the context of globalization.

On Monday, August 7, 2023, SGU introduced its new Rector, Dr. Dipl.-Ing. Samuel P. Kusumocahyo, who officially took office in July 2023, succeeding Dr. rer.nat Filiana Santoso, who served for two terms.

Dr. Dipl.-Ing. Samuel P. Kusumocahyo brings extensive experience in the industrial sector since 2001 and in the education since 2013. He previously served as Dean of the Faculty of Science and Technology for two terms at SGU. In his address, he expressed hope that SGU could prepare the younger generation to face global challenges through high-quality international education, emphasizing innovation and character transformation.

SGU is committed to providing its students with an excellent learning experience, guided by three brand values: Innovative Global Learners, Positive Character Transformation, and Excellent Learning Experience. SGU implements high-quality higher education, as evidenced by its curriculum designed to meet the global industry needs and to give its students competitive advantage in the job market. SGU also actively engages with the government and various industries by continuously enhancing cross-disciplinary research projects.



Dr. rer.nat Filiana Santoso congratulates New SGU Rector, Dr. Dipl.-Ing. Samuel P. Kusumocahyo

Furthermore, SGU's curriculum offers two internship programs, one in the third semester in Indonesia and the other in the sixth semester in Germany or Switzerland. Currently, SGU has established partnerships with several universities, including SolBridge International School of Business in South Korea; Hokkaido University in Japan; the University of Missouri-Kansas City in the United States; Irkutsk National University Technical University in Russia; and Ming Chuan University in Taiwan.

DW GOES TO CAMPUS SGU TALK ABOUT SOLUTION JOURNALISM

Tangerang, 4 Mei 2023 - Creating digital content that attracts a large audience requires more than just creativity. Experience and education are also needed to support producing high-quality digital content. Seeing the importance of education in supporting this, SGU's Global Strategic Communication study program, in collaboration with DW (Deutsche Welle), held a talk show and workshop with the theme "Solution Journalism."

This event was held on the SGU campus on Thursday, May 4, 2022. SoJo (Solution Journalism) is the main theme DW Indonesia promoted in this second DWGTC event. This theme continues "Constructive Journalism," previously promoted in the inaugural DWGTC in November 2022.

Head of the SGU Global Strategic Communication Study Program, Loina Lalolo Krina Perangin-angin, M.Si, said, "The SoJo theme is very relevant to the needs of young people today. We know that the internet now provides various forms of information; some can provide solutions, some can scare, and yes, they can give emotional influence.

It would be great if, for example, we saw journalistic work that was more about providing solutions," There were around 34 students from various campuses in Indonesia who were enthusiastic about taking part in this second DWGTC, not only from SGU but also students from other universities.

Apart from the workshop about SoJo, this event also presented a panel discussion with two DW media partners in Indonesia, namely Gagah Wijoseno as Managing Editor of Content Creator from Detik.com, and Eko Setiawan as KLY Social Media Manager from Liputan6. Together with the chief editor

of DW Indonesia, Vidi Legowo-Zipperer, the two of them also gave a presentation on how the media organization they work for must adapt to carry out its functions to supply information, especially with the emergence of short-based video trends on almost all social media platforms today.

"Hopefully this event will become a forum for sharing knowledge, not just about the function or role of journalism on social media, but also about what trends and content are liked by young people today," said the two panelists.



FORGING A PATH TO DIGITAL EXCELLENCE: THE STRATEGIC COLLABORATION BETWEEN SGU AND PIDI 4.0 FOR GLOBAL MANUFACTURING TRANSFORMATION



Bogor, August 14th, 2023 - On Monday, August 14th, 2023, a momentous event took place at the prestigious Aston Bogor Hotel. Swiss German University (SGU) took a giant leap forward as it entered into a significant partnership, signing a Memorandum of Understanding (MOU) with the Center for Digital Industry Indonesia 4.0 (PIDI 4.0), represented by

Dr. Nila Krisnawati Hidayat, SE., MM. the Vice Rector for non-Academic Affairs of SGU, and Drs. Masrokhan, MPA., CGCAE, the Head of the Human Resource Development Agency for the Industrial Sector, Ministry of Industry of the Republic of Indonesia (BPSDMI, Kemenperin).



STRONGER TOGETHER: SGU AND IPEKA GROUP COLLABORATION FOR QUALITY ENHANCEMENT

Jakarta (ANTARA) - SGU, as a private university, has collaborated with the Yayasan Iman, Pengharapan dan Kasih (IPEKA) to distribute undergraduate scholarships for outstanding students to help the Indonesian government improve the quality of education.

The collaboration associated with National Education Day, May 2, was expressed as signing a memorandum of understanding (MoU) on Thursday (4/5) at the SGU Campus, Prominence Tower, Alam Sutera.

Apart from coinciding with National Education Day, this momentum is a step for SGU to implement the Tri Dharma of Higher Education, especially in building resources.

Swiss German University's press release on Thursday emphasized its commitment to implementing excellent learning as a learning culture and producing outstanding graduates. In excellent learning, SGU provides innovative and interactive learning experiences, such as technology and a learning environment that stimulates students to continue thinking critically and creatively.

With the undergraduate scholarship program provided by SGU, hoped it can improve the quality of Indonesian education by providing wider learning opportunities for student achievement.

This is in line with the theme of National Education Day 2023, namely "Bergerak Bersama Semarakkan Merdeka Belajar." This theme aligns with SGU's vision, which encourages students to learn theory in the classroom and to travel the world seeking knowledge and experience outside campus in the presence of independent campus programs.



SGU and IPEKA collaboration for distributing undergraduate scholarships.

SGU offers various study programs in Engineering, Information Technology, Business Management, Hotel and Tourism Management, etc.

Apart from that, there are various supporting programs to support education. Internship programs, student exchange programs, and various extracurricular activities can help students develop themselves. The internship program, for example, SGU provides opportunities for students to do internships twice, in semester 3 in Indonesia and semester 6 abroad, such as in Germany, Switzerland, and other Asian countries. (NEWS SOURCE: Antara Banten News)

NAVIGATING ACADEMIA: ZACHARY ANWAR

GSC SGU STUDENT'S YALE EXPERIENCE THROUGH ISMA

In 2021, GSC SGU students Zachary Anwar were granted admission to Yale University through ISMA, opening up a world of academic exploration. This unique opportunity allowed me to immerse myself in four distinct courses, each optional yet captivating in its own right. From delving into the intricacies of educational systems in the U.S. to studying investigative journalism, world cinema, and American history, the experience was both enriching and eye-opening.

My journey at Yale spanned two and a half months, commencing in late May and concluding in early August. The inception of this remarkable adventure began with a group notification within the S.G. community, specifically designated for students eager to expand their academic horizons. The application process included composing three essays, each providing a personal insight into my chosen courses and my potential contributions to the Yale community.

Despite initial apprehensions, the process was manageable. I found solace in my passion for learning, instilled by my upbringing that emphasized the value of perseverance and exploration. The essays, rather than daunting research tasks, evolved into personal reflections and statements of intent.

My decision to embark on this Yale endeavor stemmed from a desire to rekindle my academic enthusiasm. While SGU provided a solid foundation, I yearned for a deeper connection with my chosen subjects, particularly in the realm of film studies and psychology. Yale's distinguished reputation and diverse curriculum promised an immersive educational experience that aligned more closely with my aspirations.

Upon arrival, I discovered an educational environment markedly distinct from SGU. The discussion-based format, wherein students and teachers alike occupied a communal circle, fostered a sense of equality and engagement. This departure from the traditional lecture-style classes invigorated my learning experience, encouraging thoughtful exchanges and multifaceted perspectives.

At Yale, I unearthed a newfound curiosity for learning, instilling a passion that now permeates my academic pursuits. The exposure to dynamic teaching methods and the nuanced exploration of subjects has left an indelible mark on my approach to education.

Beyond academics, my time at Yale was enriched by a vibrant social life. Interactions with fellow students, both from ISMA and across the globe, provided invaluable cultural insights and lasting friendships. Exploring American traditions and customs during holidays further deepened my appreciation for diverse perspectives.



Zachary Anwar: GSC Student's YALE Experience Through ISMA.

As I reflect on this transformative experience, I offer a few words of advice to those aspiring to embark on a similar journey. Persistence and a proactive approach are key. Research the specific requirements of your desired program and allocate ample time for necessary tests and applications. Remember, the pursuit of knowledge is boundless, and opportunities are ripe for the taking.

In conclusion, my sojourn at Yale, facilitated by ISMA, has been a pivotal chapter in my academic and personal growth. It has ignited a fervour for learning, broadened my perspectives, and fortified my belief in the boundless possibilities that lie ahead. Through this journey, I have come to appreciate the true value of education - a force that transcends borders and enriches lives in ways we may never fully fathom.



Kayla Jocelyn Charis: HR internship Journey at Renaissance Uluwatu

NURTURING GROWTH:

REFLECTIONS ON MY HR INTERNSHIP AT RENAISSANCE ULUWATU

KAYLA JOCELYN CHARIS

HTM 2020



Embarking on an internship at the Human Resources department of Renaissance Bali Uluwatu was an enriching journey that provided me with invaluable insights and experiences. This article delves into the sections I worked in, the skills I honed, and the lessons I carry forward into my academic and professional endeavors.

During my tenure, I had the privilege of experiencing both the Learning and Development section and the Human Resources section. Under the L&D section, I was entrusted with a range of tasks including coordinating interviews, managing recruitment processes, and overseeing training sessions. Additionally, I played a crucial role in school visits, facilitating the integration of interns into the hotel environment.

In the Human Resources section, my focus shifted towards Daily Worker-related responsibilities, from recruitment to fee management. I also took charge of matters pertaining to insurance, ensuring monthly memberships were up to date and diligently reporting accidents. Additionally, I supported the finance-related functions, handling reimbursements and settlements. Beyond the desk work, I embraced the opportunity to participate in various events, showcasing my creativity, teamwork, and adaptability.

My earlier stint as a Front Office trainee equipped me with the ability to navigate diverse personalities and handle unpredictable situations with finesse. This experience laid the foundation for my role in HR, emphasizing the importance of confidentiality and adaptability. The transition from front-facing roles to a behind-the-scenes position at Renaissance Uluwatu provided me with a different perspective, highlighting the diverse workload and event-centric culture that defines the hotel.

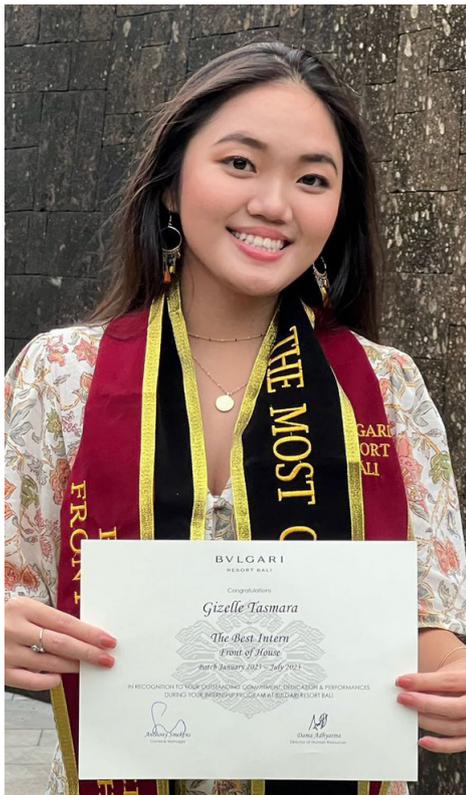
Earning the title of Best Trainee was a goal I set from the outset. This mindset drove me to consistently exceed expectations, delivering high-quality work while minimizing errors. I embraced every opportunity presented to me, believing that saying 'yes' not only fostered trust but also enriched my learning journey. My eagerness to learn, receptiveness to feedback, and willingness to tackle challenges head-on distinguished me. Moreover, my active involvement in campus organizations and achievements in various events further enhanced my profile.

SGU played a pivotal role in preparing me for the professional world. The Business Communication class equipped me with essential skills for job interviews, CV preparation, and professional presentation. Additionally, my involvement in student organizations honed my leadership, communication, and teamwork abilities, proving invaluable in my role as a trainee.

My time at Renaissance Uluwatu underscored the significance of the environment in personal and professional development. I learned that one's growth is intrinsically tied to the challenges and opportunities they encounter. By seeking out uncomfortable and demanding situations, I opened doors to becoming a more capable and adaptable individual.

In Conclusion:

The HR internship at Renaissance Bali Uluwatu was a transformative experience that allowed me to hone essential skills, embrace challenges, and recognize the importance of cultivating a growth-centric environment. As I embark on my future endeavors, I carry forward these lessons, eager to continue my journey of learning and development.



Congratulations Gizelle Tasmara

Hotel Tourism and Management
Batch 2020

Best Intern at Bvlgari Resort, Bali



Congratulations Dr. Irvan Kartawiria

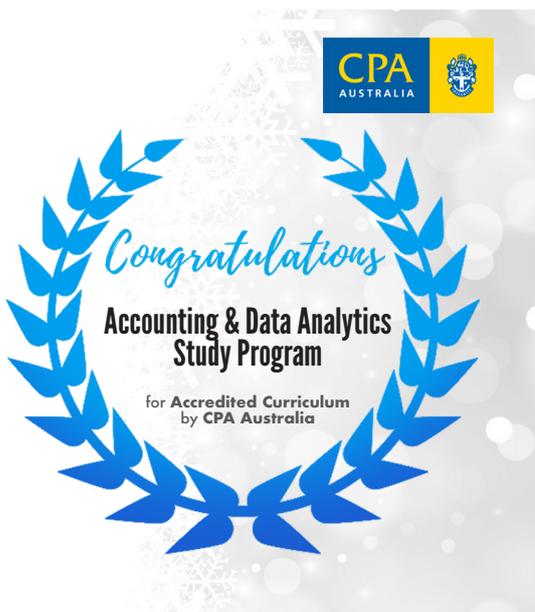
Lecturer of Chemical Engineering Department SGU

As a Best Presenter in First International Conference on Sustainable Development and Conference on Sustainable Development and Green Economy in Small Island (IC - SDGESI) 2023



Congratulations Dr. rer. nat. Filiana Santoso

on the Academic Rank Promotion of lecturer as Associate Professor (Lektor Kepala 400)



Congratulations to Accounting & Data Analytics Study Program for Accredited Curriculum by CPA Australia



Congratulations to SGU's Business and Management Program's outstanding achievement in attaining the prestigious "Unggul" accreditation by Lamemba - BNPT.



Swiss German University (SGU) welcomes a visit from the Indonesian Food and Drug Authority (BPOM)

SGU WELCOMES BPOM VISIT TO FLST LAB:

ADVANCING NATURAL DYE RESEARCH COMMERCIALIZATION OF BUNGA TELANG

Tangerang, 5 Juni 2022 - Swiss German University (SGU) was honored to welcome a visit from the Indonesian Food and Drug Authority (BPOM) at the 2nd floor of the Faculty of Life Sciences and Technology (FLST). The visit was specifically related to the commercialization of research conducted by Dr. Ir. Abdullah Muzi Marpaung, MP, a highly esteemed Lecturer of Food Technology, who has been actively involved in the development of natural dye materials.

During the visit, the BPOM team had the valuable opportunity to engage in extensive discussions with Dr. Muzi and the SGU research team. The primary focus of these discussions revolved around the extraction process of natural pigments from the butterfly pea flower, safety testing, regulatory aspects, and a comprehensive review of the butterfly pea extract production process.

The meeting between the BPOM representatives and Dr. Muzi, alongside the SGU research team, demonstrated the strong dedication and commitment of SGU in actively contributing to the Collaboration for Education, Community Service, and Research (MBKM) initiative. The visit serves as concrete evidence of SGU's research capabilities and its significant role in advancing scientific knowledge and solutions that have practical applications in society.

SGU remains steadfast in its commitment to fostering a conducive environment for cutting-edge research, enabling faculty members to pursue groundbreaking projects with real-world impact. The collaboration between SGU and BPOM reflects the university's dedication to promoting academic excellence and engaging in partnerships that lead to meaningful advancements in various fields. (VEH/PR)



ACHIEVING EXCELLENCE: The Journey of SGU's BM Program towards A-Accreditation

The Business and Management (BM) study program at SGU has witnessed a transformative journey since its inception in 2001. Initially named International Business Administration (IBA), the study program has evolved significantly over the years to meet the dynamic demands of the industry. Today, BM offers three specialized concentrations: Digital Marketing, Finance & Business Analytics, and Innovative Entrepreneurship. The attainment of an A accreditation, marking a milestone in SGU's history, speaks volumes about the program's commitment to excellence and quality education.

The BM program began its journey in 2001 under the acronym IBA, strategically leveraging SGU's unique identity as the only international university with "Swiss" and "German" in its name. Over time, the program underwent significant changes, including a shift in nomenclature and the introduction of specialized concentrations. From International Business & Marketing (IBM) and Finance & Banking (F&B), it evolved into the present-day BM program with its three distinct concentrations, reflecting an industry-relevant curriculum.

The Quest for A-Accreditation:

From the time he assumed the role of Head of Study Program, the pursuit of A-accreditation became a paramount objective for Dr. Antonius Siahaan, as he recognized the pivotal role that accreditation plays in affirming quality. Thus, he immediately embarked on a rigorous journey. Challenges, including scattered data and faculty transitions, were tackled with strategic planning and relentless teamwork. Through effective communication, strategic planning, and a steadfast commitment to the process, the team overcame these hurdles. The Head's leadership and unwavering determination played a pivotal role in uniting stakeholders and aligning efforts towards a common goal. The collaborative efforts of the Head and Deputy, along with the invaluable support of the SPQA department, played a crucial role in successfully navigating the accreditation process.

Attaining an A-accreditation is a momentous achievement for SGU as a higher education institution. It signifies a seal of approval, affirming that the program meets the highest standards of quality. For current and future students, this accreditation translates into a clear signal of educational excellence. It aids in informed decision-making for prospective students, assures employers of program quality, and opens doors for further academic pursuits and certifications.

Milestones and Future Goals:

In addition to the A-accreditation, the BM program has achieved several significant milestones. These include meeting financial targets, expanding market presence, ensuring customer satisfaction, and enhancing operational efficiency. Looking ahead, the program is poised for continued growth and innovation. Its goals encompass digital transformation, talent acquisition, sustainability, and a customer-centric approach.

The Head of the BM study program, Dr. Antonius Siahaan, imparts valuable lessons for colleagues aspiring towards accreditation. Strategic management aligned with accrediting KPIs, meticulous document management, and fostering a shared vision among faculty members are essential pillars. The Head's advice emphasizes the importance of legacy-building, leaving a positive mark on the program, and continuously elevating its quality.

The attainment of A-accreditation for SGU's BM program is a testament to the dedication, vision, and teamwork that have propelled it to excellence. This achievement not only sets a benchmark for the program but also serves as an inspiration for other study programs within SGU. With a commitment to quality education, strategic planning, and a shared vision, the journey towards accreditation becomes an achievable reality.



DUB-DUB: A HEARTFELT INNOVATION TARGETING INDONESIA'S MOST VULNERABLE

Aulia Arif Iskandar, S.T., M.T.

In an age where technology is increasingly personalized, Dub-Dub stands out as a beacon of innovation in healthcare. Deeply rooted in family love and academic ingenuity, this diminutive device has a significant mission: to address heart disease among Indonesia's most at-risk population, those aged 45-65.

"The concept behind Dub-Dub was sparked by my journey as a concerned grandson and a dedicated student. Additionally, it aims to address a growing public health concern in Indonesia," says the creator. According to the Indonesian Ministry of Health, the 45-65 age group has the highest prevalence of heart diseases in the country.

Dub-Dub is not just an idea; it's an acclaimed innovation. The device has received several notable awards, including Second Best Innovation at the National Health Day exhibition in 2019, Top 30 Health Innovation 2023 by DTO-Ministry of Health, and Top Five Innovation in the Kedaireka Matching Funds 2022. These accolades underscore its promise and effectiveness.

The journey from the first Dub-Dub prototype in 2016 to its current form has been extraordinary. Since 2019, the innovation

has attracted nearly 1 billion Indonesian rupiahs in government funding, taking it from an ambitious idea to a disruptive force in healthcare.

One of Dub-Dub's key objectives is to make pre-screening ECGs available in rural areas, which suffer from a scarcity of cardiologists despite a high prevalence of heart conditions. "Our device is more than just smart tech; it's smart healthcare. It aims to make essential services available where they're most needed."

Dub-Dub is designed as a single-lead ECG monitor that attaches to your chest. It utilizes a cutting-edge analog front-end amplifier to filter and enhance heart signals. "The technology is advanced, but it's the accessibility and ease-of-use that make it a true asset for the 45-65 age demographic we aim to serve," notes Mr Aulia.

"Beyond providing reliable data for healthcare providers, we want to transform the way communities think about and engage in healthcare," states the Dub-Dub team. The mission goes beyond individual well-being to shape better health practices across communities.

With solid funding and a focused vision, Dub-Dub is set for further refinement and expansion. "Our next steps include adding various sensors like accelerometers, temperature monitors, and other health indicators. These enhancements will make Dub-Dub an even more comprehensive health monitoring tool," shares the inventor.

For high school students envisioning their futures and parents worried about aging family members, Dub-Dub offers more than cutting-edge technology—it offers peace of mind. Crafted with love, nurtured by science, and aimed at a growing health concern, Dub-Dub is not just an innovation; it's a promise for a healthier tomorrow.



GALLERY EVENT

pengukuhan REKTOR



SGU introduced the new Rector, Dr Dipl Ing Samuel P Kusumocahyo



Graduation Ceremony and The 23rd Dies Natalis 2023



SGU Rector's and team Visit to the Swiss Embassy



Forging Stronger Partnerships with Nigeria and Sri Lanka to Elevate Indonesia's Higher Education Profile



SGU Culture trip 2023 collaboration with MASATA



SGU and IIAS Enhance Academic Experiences through Knowledge Exchange



MoU Bridging Food Technology Program at SGU and Universitas Sanata Dharma (USD), Universitas Atma Jaya Yogyakarta (UAJY), with PT NGA for a Sustainable Future in Semawung Village.



SGU Appreciation Night 2023



The Strategic Collaboration Between SGU and PIDI 4.0 for Global Manufacturing Transformatio



SGU's Global Youth Leadership Program Explores Japan, From December 11th to 15th, 2023.



Launching of Security Operating Center (SOC) SGU, 2023.



Kampus
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INDONESIA JAYA

SWISS GERMAN UNIVERSITY

Insight

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